

House of Dear Hair Salon LLC

Profit and Loss

January - December 2023

| | TOTAL |
|--|-----------------------|
| Income | |
| Salon Income | 1,845,233.24 |
| Booth Rental | 38,800.06 |
| Purchase Discounts | 4,030.35 |
| Retail Product Sales | 160,249.10 |
| Total Salon Income | 2,048,312.75 |
| Total Income | \$2,048,312.75 |
| Cost of Goods Sold | |
| Cost of Goods Sold | |
| Eye Brow/Eye Lash Products | 602.38 |
| Product- COGS | |
| Arcona | 1,805.00 |
| Deva Curl/Armstrong McCall | 2,398.82 |
| Evolis | 5,079.00 |
| Goldwell | 65,938.77 |
| Hair Extensions | 8,184.01 |
| House of Dear Products | 28,846.70 |
| Innersense | 11,924.24 |
| Keratin | 709.00 |
| Princess Beauty | 1,478.09 |
| Salon Guys | 513.19 |
| Salon Service Group | 28,306.42 |
| Simply Organic | 12,239.88 |
| Total Product- COGS | 167,423.12 |
| Total Cost of Goods Sold | 168,025.50 |
| Total Cost of Goods Sold | \$168,025.50 |
| GROSS PROFIT | \$1,880,287.25 |
| Expenses | |
| Advertising and Promotion | 151.78 |
| Art/Vendor Show Expenses | |
| Artist/Vendor Commission | 2,854.58 |
| Total Art/Vendor Show Expenses | 2,854.58 |
| Facebook | 2.22 |
| Total Advertising and Promotion | 3,008.58 |
| Bank Charges | 747.32 |
| Charitable Contributions | 325.00 |
| Contract Labor | 16,550.04 |
| Covid 19 - Expenses | 25.58 |

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| House of Dear Expenses | 783.04 |
| House of Dear - Launch/Start Up | |
| Dustin Lack | 3,000.00 |
| Pixel Mongers | 650.00 |
| Total House of Dear - Launch/Start Up | 3,650.00 |
| Social Collab | 22,500.00 |
| Total House of Dear Expenses | 26,933.04 |
| Insurance | |
| Auto Insurance | 6,584.30 |
| Health Insurance | 638.99 |
| Liability Insurance | 6,409.25 |
| Life Insurance | 398.00 |
| Total Insurance | 14,030.54 |
| Interest Expense | 2,723.71 |
| Auto Loan Interest | 379.05 |
| HOD SBA Loan Interest | 10,624.21 |
| SBA Loan Interest | 21,006.08 |
| Total Interest Expense | 34,733.05 |
| Legal and Prof Fees | 6,020.00 |
| PixelMongers (484) | 3,050.00 |
| Smacc Dab | 379.96 |
| Total Legal and Prof Fees | 9,449.96 |
| Meals and Entertainment | 1,612.08 |
| Melio Credit card fee | 0.00 |
| Office Expense and Misc | 1,089.39 |
| Amazon | 332.10 |
| Computer and Internet Expenses | 406.66 |
| Apple | 1,285.61 |
| Klaviyo | 2,830.56 |
| Schedule Anyone | 3,370.00 |
| Slack | 2,832.99 |
| Total Computer and Internet Expenses | 10,725.82 |
| Dues and Subscriptions | 528.08 |
| Intuit | 5,991.99 |
| Postage and Delivery | 19.30 |
| UPS | 192.21 |
| Total Postage and Delivery | 211.51 |
| Total Office Expense and Misc | 18,878.89 |

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| Other Taxes | |
| Franchise Tax | 4,100.00 |
| Sales Tax | 16,104.68 |
| Taxes - Other | 1,368.81 |
| Total Other Taxes | 21,573.49 |
| Payroll Expenses | |
| Company Contributions | |
| Health Insurance | 15,475.14 |
| Total Company Contributions | 15,475.14 |
| Taxes | |
| Federal Taxes (941/944) | 89,515.09 |
| Federal Unemployment (940) | 1,357.60 |
| TX Unemployment Tax | 7,230.99 |
| Total Taxes | 98,103.68 |
| Wages | 33,372.16 |
| Employees- Salon | 776,305.27 |
| Employees-Operations | 263,248.83 |
| Owner Payments - HD | 165,000.00 |
| Total Wages | 1,237,926.26 |
| Total Payroll Expenses | 1,351,505.08 |
| Product Research | 64.00 |
| Rent and Lease | 232,434.22 |
| Repairs and Maintenance | 14,717.05 |
| Salon Operating Expenses | 5,007.75 |
| Business Licenses and Permits | 138.00 |
| Client Beverages | 1,622.83 |
| Continuing Education | 65.97 |
| Green Circle Salon | 16,147.95 |
| Housekeeping | 22,837.09 |
| Merchant Account Fees | 48,024.10 |
| Product Bags | 791.10 |
| Supplies | 1,780.87 |
| Color Supplies | 2,377.56 |
| Sams | 4,478.78 |
| Walgreens | 22.49 |
| Walmart | 893.55 |
| Total Supplies | 9,553.25 |
| Total Salon Operating Expenses | 104,188.04 |
| Travel Expense | 688.43 |

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| Utilities | 289.86 |
| Electricity | 10,100.57 |
| Internet - AT&T | 1,106.85 |
| Internet/Phone/Cable - Spectrum | 5,666.66 |
| IT Services | 8,202.65 |
| Security | 2,753.98 |
| Telephone | 4,201.15 |
| Total Utilities | 32,321.72 |
| Total Expenses | \$1,883,786.11 |
| NET OPERATING INCOME | \$ -3,498.86 |
| NET INCOME | \$ -3,498.86 |